

ISMAIL AHMADI

Business Systems Analyst | ERP Implementation & E-commerce Systems

Metro Vancouver, BC | ismail7ahmadi@gmail.com | +1 (672) 200-9292 | linkedin.com/in/ismail-ahmadi | ismailahmadi.com

PROFESSIONAL SUMMARY

Business Systems Analyst with hands-on experience in ERP implementation, e-commerce platform migration, and digital product analytics. Translates business requirements into practical systems by leading migrations, configuring ERP workflows, and improving operations with data. Applies AI to accelerate research, documentation, and repetitive workflow steps without losing sight of the underlying business goals. Computer Science background with Full-Stack .NET Cloud Developer training.

CORE CAPABILITIES

Business Analysis: Requirements gathering, stakeholder management, process mapping, gap analysis, functional testing, user adoption

Systems & Platforms: Odoo, ERPNext, Shopify, WordPress, Amazon Marketplace, ERP

Technical: SQL, JavaScript, jQuery, REST APIs, Python, MariaDB, HTML5/CSS3, Google Analytics, Search Console

AI & Automation: ChatGPT and Claude for prompt/context engineering, AI-assisted workflow automation

Methodology: Agile, project management, cross-team collaboration across distributed teams

PROFESSIONAL EXPERIENCE

Business Systems Analyst — Adventure Outdoors

Mar 2025 – Present

- Analyze and map end-to-end workflows with owners and staff, using customer feedback and operational data to gather requirements and prioritize scalable improvements as revenue nearly tripled.
- Identified limitations in the existing e-commerce system and recommended Shopify as the better long-term platform, with a from-scratch migration that moved 700+ products and 2,500+ variants while preserving SEO rankings and improving product listings, search, speed, and navigation.
- Analyzed product profitability and recommended which products to prioritize and expand, through a data-driven focus that contributed to the revenue growth.
- Introduced AI-assisted workflows (prompt and context engineering with ChatGPT and Claude) and product-page improvements that cut listing tasks from 2–3 hours to under 45 minutes, improving efficiency ~70%.
- Trained and supported a 3-person team to run the new platform and workflows independently, while continuously improving the system for staff, customers, and owners.

ERP Business Analyst — Adventure Outdoors

Mar 2024 – Feb 2025

- Analyzed fragmented CRM, quotation, inventory, and collaboration workflows by engaging owners and staff to map current-state processes, gather requirements, and identify gaps creating operational inefficiencies, building the case for a unified ERP.
- Evaluated options and recommended Odoo by translating requirements into future-state workflows and functionally configuring its CRM, Sales/Quotations, and Inventory modules to replace disconnected tools and manual tracking with a centralized system.
- Migrated and validated 500+ products, 2,000+ variants, and 2,000+ customer records; performed functional testing, supported rollout, and provided user guidance to support adoption.
- Streamlined customer, quotation, and inventory workflows to reduce manual work and improve operational efficiency by approximately 30%, with the new quotation system supporting more than \$200K in completed sales.

Digital Product Analyst — Adventure Outdoors

Sep 2023 – Feb 2024

- Analyzed website and product performance with Google Analytics, Search Console, and Ecid reports to map the customer journey and pinpoint why customers dropped off: poor listings, weak search, and slow load times.
- Prioritized and delivered UX, on-page SEO, and performance improvements to raise PageSpeed Insights performance scores from 50 to 92 on mobile and 75 to 95 on desktop, Best Practices from 70 to 95, and SEO to approximately 100, for approximately 30% organic traffic growth.
- Redesigned the site's primary quote-request form (a major revenue-generating channel) to simplify the customer journey, increase submissions by approximately 30%, and reduce related support calls from around 10 per week to zero.
- Cleaned up a fragile WordPress setup by removing 10 bloated plugins and building a proper staging/development environment so changes could ship safely without breaking the live site.

ERP Software Developer — TADZ Venture Pte Ltd

May 2020 – Oct 2020

Singapore

- Analyzed client workflows across accounting, payroll, asset management, CRM, purchasing, and project management, identifying gaps between business requirements and ERPNext's standard capabilities.
- Configured and customized ERPNext and developed missing functionality using Python, JavaScript, jQuery, SQL, and MariaDB to enable the client to manage core processes within one cloud platform.

- Translated discovery findings into technical requirements and collaborated with a distributed team across Australia, Canada, and Southeast Asia to deliver enhancements and plan future releases.

Project Lead — YICF (Yayasan Internasional Cahaya Fajar)

Mar 2019 – Aug 2019

Jakarta, Indonesia

- Identified a technology-skills gap in the refugee community and launched “Code the Web,” YICF's first vocational coding program.
- Planned and promoted the program, attracting 150+ applicants; managed screening, interviews, and skills assessments to select 20 participants for two 10-person cohorts.
- Following the program, 15 participants secured remote data-annotation work, demonstrating measurable skills development and employment impact.

Full-Stack Developer — Going Green in Jakarta (GGU)

Sep 2018 – Feb 2019

- Designed, built, and maintained the web platform for a 2,000+ member sustainability community from scratch, using a customized headless CMS (JavaScript/ES6, Node.js, REST APIs, HTML5, CSS3/SASS).
- Gathered requirements from community organizers and translated them into the platform's structure and features.

Web Developer & Systems Consultant — Pamika Trading Company

Mar 2017 – Aug 2018

- Analyzed inventory, purchasing, and sales workflows for a B2B supply-chain company, identifying fragmented processes reliant on spreadsheets and paper-based records.
- Recommended and helped configure eCount ERP across these functions, centralizing core operations on a single digital platform.
- Built and maintained a responsive WordPress website, providing business customers with reliable access across browsers and devices.

Additional Experience: Freelance Web Developer & IT Support, Self-Employed (2013–2017), designing and maintaining responsive websites and web applications for clients, with ongoing support and maintenance. | Designer & IT Support Specialist, GIZ (2012), providing IT support and web design and development for department staff. | Web Developer, CANADEM (2011), administering a trilingual database and delivering a website solution for disseminating a public legal archive.

EDUCATION

Full-Stack .NET Cloud Developer Program, Certificate — Humber College

2023

Computer Science — University of the People (Grade: 3.39)

2022

Associate of Arts — Engineering — Broward College (Grade: 3.29)

2022

Workplace Preparation Program, Certificate — Mohawk College

2023

CERTIFICATIONS & TRAINING

Technical & Web Development: React.js Essential Training · Learning Next.js · .NET Platform Explained · Learning C# · C#: Interfaces and Generics · C#: Collections · MySQL Database Development Mastery · Complete Web Development Course · WordPress Essential Training

Agile & Process: Agile Foundations · Agile Crash Course for Beginners

Professional & Workplace Skills: Job Readiness Skills · Workplace Communication · Workplace Culture · Interview Skills · Research Skills

LANGUAGES

Persian — Native or bilingual proficiency **English** — Professional working proficiency **Indonesian** — Elementary proficiency